

The Agile Innovating™ Story

Every business must deliver stable results in the short term, and different results in the longer term. In the short term, a business must execute. Sooner or later, it must also innovate.

It is a truism that most businesses master the processes of execution to deliver stable business performance.

It is equally true that most businesses don't master the Practice of Innovation to deliver different results. Businesses that haven't mastered innovating usually have trouble with:

- the new idea success rate is too low and inconsistent.
- new solution development projects start too late, are too slow, take too long, and are completed too late.
- new solutions intended to change the overall status quo fail to improve business performance.

The fundamental flaw in many business's innovation practice is that they focus only on specifying and developing new solutions. They don't spend the time to leverage all the capabilities necessary to make innovating a competitive differentiator and a business growth generator.

The capabilities integral to the successful Practice of Innovation are surprisingly few in number, and even more surprisingly difficult to master. We created a systemic innovating practice around the three essential core innovating capabilities, with a fourth capability intrinsic to the three core capabilities.

1. Finding problems worth solving.
2. Implementing a fast and reliable new solution development process.
3. Predictably changing the overall status quo.
4. Leveraging the three essential core capabilities in an integrated continuous innovation system.

The *A-I* mission is to enable high hit rate, high speed, high acceptance innovating, making innovation the norm. We accomplish the mission by solving the 3 fundamental innovating problems.



A hit rate gap



A development time and performance gap



A status quo and business performance gap.

Our Essential Services

1

"Becoming Better Innovators"

How to invent high hit rate new solution concepts.

Discovering and **Diagnosing** problems worth solving, paired with needs worth addressing, to **Define** concepts worth **Designing**

2

"Achieving Superior Innovating Project Performance"

How to rapidly and reliably specify, develop, and introduce new innovative solutions.

Designing, **Deciding**, and **Developing** new solutions worth **Deploying**

3

"Getting Better Business Results Through Innovating"

How to predictably change the organization, customer, and market status quo and improve business results.

Developing, **Deploying**, and **Diffusing** new solutions that matter

4

Systemic Innovation Workshop

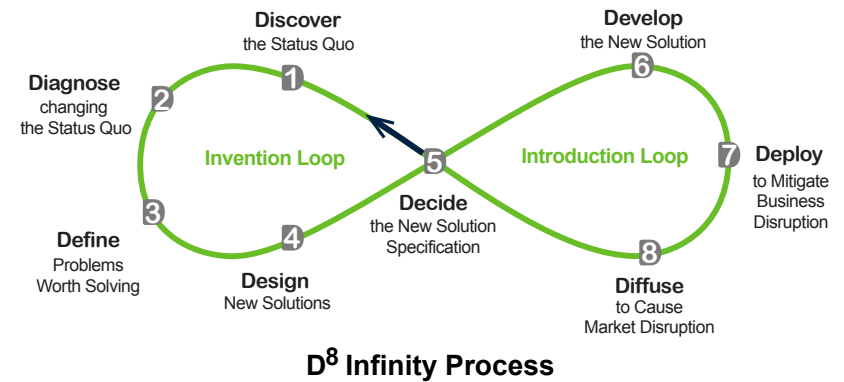
Agile Innovating Fundamentals - The D8 Infinity Process

Integrating Job-to-be-Done Theory, Design Thinking Practice, Business Model Canvas specification, the Stage-Gate Development Process, and Agile Development "sprints", with a unique application of pioneering knowledge.

5

Public Speaking

Innovating at the Leading Edge



INNOVATING PROBLEM #1



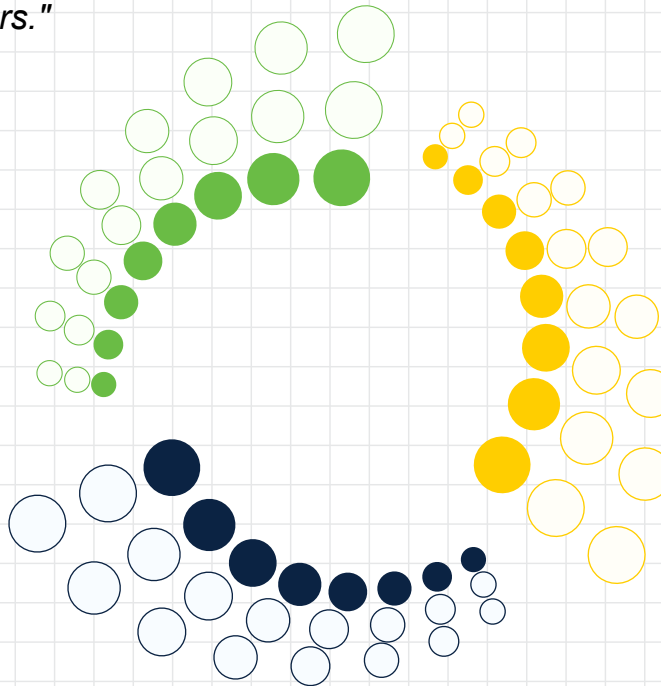
THE MOTIVATOR

"We want to be better innovators."



THE STICKY SITUATION

"We struggle with pairing customer experience problems that are frequent and important to solve, with an urgent business need that creates the momentum necessary to quickly invent, develop, and introduce a new solution."



THE PROBLEM TO SOLVE



A new idea hit rate gap
The new idea success rate is too low.



THE DISTINCT A-I CAPABILITY

Finding customer problems worth solving and pairing them with business needs worth addressing

THE REMARKABLE OUTCOME



High hit rate new solution
concept specifications

INNOVATING PROBLEM #2



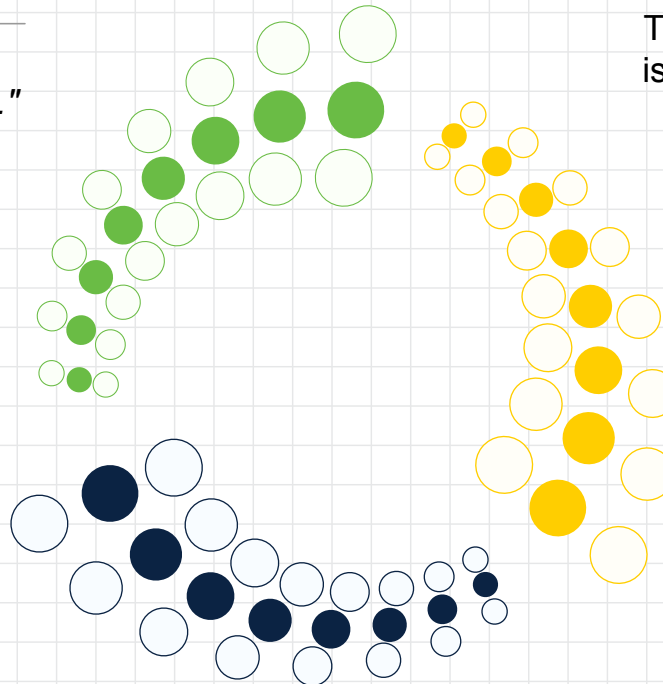
THE MOTIVATOR

"We want better innovating project performance."



THE STICKY SITUATION

"We struggle with rapidly and reliably converting problem solving concepts into new solutions that have both customer and business impact."



THE PROBLEM TO SOLVE



A development performance and time gap

The new solution development process is too slow, takes too long, and the new solution is available too late.



THE DISTINCT A-I CAPABILITY

Project architecture and an Agile model of a fast and reliable new solution development methodology

THE REMARKABLE OUTCOME



New solutions are available, matching the target specification, on time and on budget.

INNOVATING PROBLEM #3



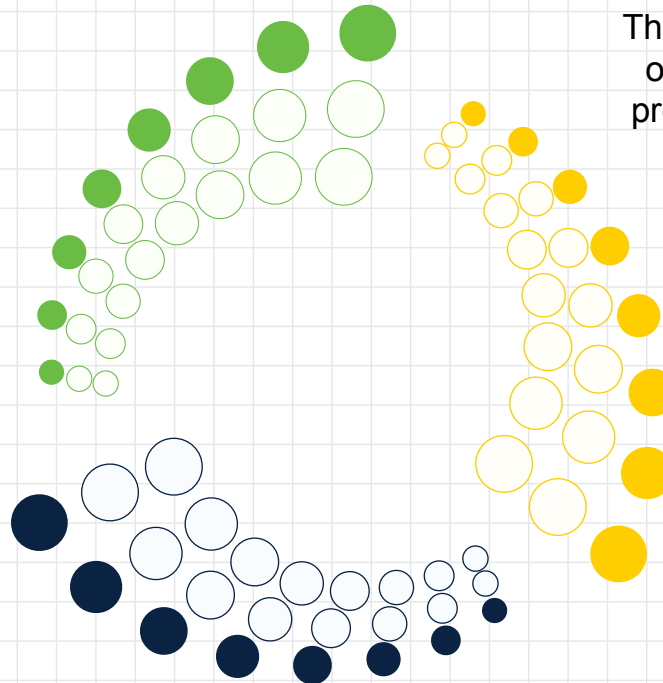
THE MOTIVATOR

"We want improving business results."



THE STICKY SITUATION

"We struggle with core business disruption and making new solutions available and supported in the marketplace."



THE PROBLEM TO SOLVE



A sticky status quo and business performance gap

The organization resists acceptance of new solutions because it is not prepared to change the status quo.



THE DISTINCT A-I CAPABILITY

A proactive Change Management Practice that seeks to predictably change the status quo

THE REMARKABLE OUTCOME



Introduction and acceptance of the new solution with minimal "worse before better" business performance impact.

My Story & The Genesis of Agile Innovating

The genesis of *Agile Innovating* was 18 years ago when I rededicated myself to learning how to increase the hit rate of new ideas and make innovations a normal and expected outcome of innovating projects. I had been responsible for innovating in R&D and NPD my entire career. I had some remarkable successes, with 17 patents and even more trade secrets developed and introduced, but also suffered from the frustratingly low hit rates that are common in innovating practice.

The hit rates I was experiencing were too low to be random. I wanted to know why they were so low, what was holding me and my Engineering Team back, and how to significantly improve the innovating hit rate.

I decided to go back to school as a part time student while I continued to work. My innovating education took me to the University of Illinois - Chicago (The Toyota Product Development and Production Systems), Kansas State University (Organizational Leadership), IDEO (Human Centered Design), and finally the MIT Sloan School of Management (Management, Innovation, and Technology).

I worked to put my new knowledge into practice but continually found myself having to choose between "working in the business versus working on the business". Working in the business nearly always took priority.

Finally, in 2022, I realized that taking a piecemeal approach wasn't going to result in a new systemic innovating practice. So I retired from active employment with the goal of developing a novel and pioneering approach to innovating, with the mission "High hit rate, high speed, high acceptance innovating, making innovation the norm."

Agile Innovating is the result.

The *Agile Innovating* offering makes it possible for Senior Management, R&D, and NPD professionals to eliminate the tension between "working in the business versus working on the business" that I struggled with. *A-I* moves innovating from a "working on the business" distraction to a "working in the business" activity.

Agile Innovating saves your business the time and effort of trying to figure out how to improve your innovating results.

It allows you to start innovating more effectively, now.

